

| | | | | | |
|------------|-----------------------|------------------|-------------------------|--------------------|------------------|
| Station | KSL-TV SALT LAKE CITY | Agency | () SMART MEDIA GROUP | Rep Firm | |
| Advertiser | () LOVE, MIA | | 814 KING ST, SUITE 400 | Sales Office | () WASHINGTON |
| Product | LOVE/CD4/R | | ALEXANDRIA, VA 22314 | Salesperson | () JAMIE ANDRUS |
| Estimate# | C23C29 | Agency C/P1/P2/E | LOVE/ORDR/C23C29 | | |
| Buyer | Patricia Dome | Flight Dates | 10/23/2012 - 10/29/2012 | Salesperson Phone# | 202-872-1155 |
| Phone# | | Hiatus Weeks | | Salesperson FAX# | |
| Fax# | | | | | |

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|------------------------|--------|-------------|---------|-----|-------------|------------|----------|-------------|
| 1 | TU-W,F | TODAY | 9A-10A | :30 | 10/23-10/26 | 3 | \$100.00 | 3 |
| Rating: 1.3 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 4 | M | TODAY | 9A-10A | :30 | 10/29-10/29 | 1 | \$100.00 | 1 |
| Rating: 1.3 | | | | | | | | |
| 5 | TU-TH | RACHAEL RAY | 10A-11A | :30 | 10/23-10/25 | 3 | \$55.00 | 3 |
| Rating: 1.5 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 8 | M | RACHAEL RAY | 10A-11A | :30 | 10/29-10/29 | 1 | \$55.00 | 1 |
| Rating: 1.5 | | | | | | | | |
| 9 | TU-F | STUDIO 5 | 11A-12P | :30 | 10/23-10/26 | 4 | \$55.00 | 4 |
| Rating: 1.1 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 13 | M | STUDIO 5 | 11A-12P | :30 | 10/29-10/29 | 1 | \$55.00 | 1 |
| Rating: 1.1 | | | | | | | | |
| 14 | TU-W | NEWS @ NOON | 12P-1P | :30 | 10/23-10/24 | 2 | \$100.00 | 2 |
| Rating: 2.1 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 16 | M | NEWS @ NOON | 12P-1P | :30 | 10/29-10/29 | 1 | \$100.00 | 1 |
| Rating: 2.1 | | | | | | | | |

Station KSL-TV SALT LAKE CITY
 Advertiser () LOVE, MIA
 Product LOVE/CD4R
 Estimate# C23C29
 Buyer Patricia Dome
 Phone#
 Fax#

Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E LOVE/ORDR/C23C29
 Flight Dates 10/23/2012 - 10/29/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JAMIE ANDRUS
 Salesperson Phone# 202-872-1155
 Salesperson FAX#

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|------------------------|-------|-------------------|-----------|-----|-------------|------------|----------|-------------|
| 17 | W-F | DAYS OF OUR LIVES | 2P-3P | :30 | 10/24-10/26 | 3 | \$80.00 | 3 |
| Rating: 1.1 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 20 | M | DAYS OF OUR LIVES | 2P-3P | :30 | 10/29-10/29 | 1 | \$80.00 | 1 |
| Rating: 1.1 | | | | | | | | |
| 21 | TU-TH | DR PHIL | 3P-4P | :30 | 10/23-10/25 | 3 | \$50.00 | 3 |
| Rating: 1.1 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 24 | M | DR PHIL | 3P-4P | :30 | 10/29-10/29 | 1 | \$50.00 | 1 |
| Rating: 1.1 | | | | | | | | |
| 25 | SU | SUNDAY EDITION | 9A-930A | :30 | 10/28-10/28 | 1 | \$40.00 | 1 |
| Rating: 1.7 | | | | | | | | |
| 26 | SU | MUSIC & SPOKEN | 930A-10A | :30 | 10/28-10/28 | 1 | \$175.00 | 1 |
| Rating: 5.4 | | | | | | | | |
| 27 | SU | MORMON TIMES | 10A-1030A | :30 | 10/28-10/28 | 1 | \$20.00 | 1 |
| Rating: 4.3 | | | | | | | | |
| 28 | TU-TH | KATIE | 4P-5P | :30 | 10/23-10/25 | 3 | \$90.00 | 3 |
| Rating: 2.0 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 31 | M | KATIE | 4P-5P | :30 | 10/29-10/29 | 1 | \$90.00 | 1 |
| Rating: 2.0 | | | | | | | | |
| 32 | TU-F | TODAY | 5A-6A | :30 | 10/23-10/26 | 4 | \$10.00 | 4 |
| Rating: 0.7 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |

3 of 6

Total Spots

100

子

Rep Firm) WASHINGTON
Sales Office () JAMIE ANDRUS
Salesperson ()
Salesperson Phone# 202-872-1155
Salesperson FAX#

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|------------------------|-------|----------------|-------------|-----|-------------|------------|----------|-------------|
| 57 | M | NEWS @ 5P | 5P-530P | :30 | 10/29-10/29 | 1 | \$210.00 | 1 |
| Rating: 3.6 | | | | | | | | |
| 58 | TU-F | NEWS @ 6P | 6P-630P | :30 | 10/23-10/26 | 4 | \$170.00 | 4 |
| Rating: 4.2 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 62 | TU-W | KSL 5 NWS-6:30 | 630P-7P | :30 | 10/23-10/24 | 2 | \$125.00 | 2 |
| Rating: 3.7 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 64 | M | KSL 5 NWS-6:30 | 630P-7P | :30 | 10/29-10/29 | 1 | \$125.00 | 1 |
| Rating: 3.7 | | | | | | | | |
| 65 | SA | 6PM NEWS | 6P-630P | :30 | 10/27-10/27 | 1 | \$100.00 | 1 |
| Rating: 3.6 | | | | | | | | |
| 66 | SU | NEWS | 4P-430P | :30 | 10/28-10/28 | 1 | \$50.00 | 1 |
| Rating: 1.6 | | | | | | | | |
| 67 | TU-TH | TONIGHT SHOW | 1035P-1135P | :30 | 10/23-10/25 | 3 | \$100.00 | 3 |
| Rating: 4.2 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 70 | M | TONIGHT SHOW | 1035P-1135P | :30 | 10/29-10/29 | 1 | \$100.00 | 1 |
| Rating: 4.2 | | | | | | | | |
| 71 | W-TH | LATE NIGHT | 1135P-1235A | :30 | 10/24-10/25 | 2 | \$60.00 | 2 |
| Rating: 1.9 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 73 | M | LATE NIGHT | 1135P-1235A | :30 | 10/29-10/29 | 1 | \$60.00 | 1 |
| Rating: 1.9 | | | | | | | | |

20

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|------------------------|--------|-----------------|-------------|-----|-------------|------------|----------|-------------|
| 74 | SA | SPORTSBET | 1035P-1105P | :30 | 10/27-10/27 | 1 | \$110.00 | 1 |
| Rating: 2.8 | | | | | | | | |
| 75 | TU-W,F | 10 P NEWS | 10P-1035P | :30 | 10/23-10/26 | 3 | \$950.00 | 3 |
| Rating: 7.3 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 78 | M | 10 P NEWS | 10P-1035P | :30 | 10/29-10/29 | 1 | \$950.00 | 1 |
| Rating: 7.3 | | | | | | | | |
| 79 | SA | 10 P NEWS | 10P-1035P | :30 | 10/27-10/27 | 1 | \$550.00 | 1 |
| Rating: 5.6 | | | | | | | | |
| 80 | SU | NEWS | 10P-1035P | :30 | 10/28-10/28 | 1 | \$900.00 | 1 |
| Rating: 7.3 | | | | | | | | |
| 81 | F | GAME NIGHT LIVE | 630P-7P | :30 | 10/26-10/26 | 1 | \$120.00 | 1 |
| Rating: 2.4 | | | | | | | | |
| 82 | SA | GAME NIGHT LIVE | 630P-7P | :30 | 10/27-10/27 | 1 | \$30.00 | 1 |
| Rating: 2.9 | | | | | | | | |
| 83 | M | REVOLUTION | 9P-10P | :30 | 10/29-10/29 | 1 | \$600.00 | 1 |
| Rating: 4.3 | | | | | | | | |
| 84 | TU | THE VOICE | 7P-8P | :30 | 10/23-10/23 | 1 | \$850.00 | 1 |
| Rating: 5.3 | | | | | | | | |
| 85 | W | CHICAGO FIRE | 9P-10P | :30 | 10/24-10/24 | 1 | \$400.00 | 1 |
| Rating: 6.1 | | | | | | | | |
| 86 | F | WHITNEY/COMM | 7P-8P | :30 | 10/26-10/26 | 1 | \$550.00 | 1 |
| Rating: 5.8 | | | | | | | | |

| | | |
|-------------------------------|--------------------------------------|---------------------------------|
| Station KSL-TV SALT LAKE CITY | Agency () SMART MEDIA GROUP | Rep Firm () WASHINGTON |
| Advertiser () LOVE, MIA | 814 KING ST, SUITE 400 | Sales Office () JAMIE ANDRUS |
| Product LOVE/CD4R | ALEXANDRIA, VA 22314 | Salesperson () JAMIE ANDRUS |
| Estimate# C23C29 | Agency C/P1/P2/E LOVE/ORDR/C23C29 | Salesperson Phone# 202-872-1155 |
| Buyer Patricia Dome | Flight Dates 10/23/2012 - 10/29/2012 | Salesperson FAX# |
| Phone# | Hiatus Weeks | |
| Fax# | | |

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|-------------|-----|-----------------|-----------|-----|-------------|------------|------------|-------------|
| 87 | SU | SUNDAY NIGHT FB | 615P-930P | :30 | 10/28-10/28 | 1 | \$1,000.00 | 1 |
| Rating: 5.7 | | | | | | | | |

---REPORT TOTALS---
 Report Totals: 87 / \$16,315.00

---SALES MONTHLY TOTALS---
 Oct 12: 70 / \$13,270.00 Nov 12: 17 / \$3,045.00
 Sales Totals: 87 / \$16,315.00
 Station Totals: 87 / \$16,315.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$81,575
 CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%
 KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null
 Demos RA35+